

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Major Food and Beverage Trade Shows in Hong Kong 2016

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Promotion Opportunities

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Report Highlights:

Hong Kong, a major export destination for high value U.S. food and beverage products to the North and Southeast Asian regions, continues to show strong growth potential. Participation in Hong Kong trade shows in 2016 provides a strong platform for U.S. suppliers and exporters to promote their food and beverage products to Hong Kong and regional buyers.

SECTION I. MARKET OVERVIEW

A. Hong Kong – Asia Culinary Capital and 5th Largest Export Market for U.S. Consumer Oriented Agricultural Products

- As the door to Asia and gateway to Mainland China, Hong Kong is an excellent market for U.S. exporters and suppliers of high-value food and beverages due to the following characteristics:
 - Leading tourist destination
 - Diverse array of Chinese and Western cuisines
 - High income residents who enjoy gourmet food
 - Culture of service excellence and unrivaled transportation infrastructure
 - Robust economy with strong inbound tourism
 - Affluent consumers with sophisticated palates seeking safe, innovative products,
 - High food safety standards
- For U.S. consumer oriented agricultural products, Hong Kong trade statistics reflect a 7.4% decrease over last year for the first 9 months of 2015. Hong Kong is expected to consolidate its position as the 5th largest export market for U.S. consumer oriented agricultural products in 2015. Major export commodities included tree nuts, beef, fresh fruit, poultry meat, pork, prepared foods and seafood.
- The following table also shows some other pertinent business indicators for Hong Kong:

Table 1: Hong Kong - Key Business Indicators

Indicators	Figure in 2014	
Population	7.2 million	
Tourist arrivals	60.8 million (78% from Mainland China)	
GDP per capita	US\$38,025	(+4.6% over 2013)
F&B retail sales	US\$11.47 billion	(+6.7% over 2013)
Restaurant receipts	US\$12.9 billion	(+3.4% over 2013)
Gross F&B imports	US\$22.9 billion	(+11% over 2013)
Retained F&B imports*	US\$16.6 billion	(+11% over 2013)
F&B re-exports	US\$6.3 billion	(+13% over 2013)

(* Retained imports = Gross imports less Re-exports)

B. Hong Kong – an important gateway for other markets in Asia

- While Hong Kong imports of consumer oriented agricultural products from the world dropped 4.3% during the first 9 months of 2015 and reached US\$13.2 billion, more than 37.5% of those imports (close to US\$5 billion) were re-exported to other regional markets.
- Hong Kong's popularity as a tourist destination also increases opportunities to expose Hong Kong and regional consumers, including 47.4 million Mainland China visitors, to high-value U.S. products.

SECTION II. MAJOR FOOD & BEVERAGE TRADE SHOWS

A. Overview

To help build commercial export markets for U.S. agricultural products and commodities, Hong Kong ATO will participate in the trade shows below and support U.S. exhibitors in introducing their products to potential buyers.

Table 2: Summary of Major Hong Kong Food and Beverage Trade Shows in 2016

Date	Name of Show (check the hyperlink below for more details)
May 24-26, 2016	Vinexpo
Aug 11-15, 2016	Hong Kong Food Expo
Aug 31-Sep 2, 2016	Natural & Organic Products Asia
Sep 6-8, 2016	Seafood Expo Asia
Sep 7-9, 2016	Asia Fruit Logistica *

(* USDA-endorsed trade shows, more information on USDA-endorsed trade shows can be found at: <http://www.fas.usda.gov/topics/exporting/trade-shows>)

B. Details

Date May 24-26, 2016

Name of Show VINEXPO

Description One of the largest specialized trade shows on wines and spirits

Remarks Biennial Event, last Vinexpo was held in 2014

Website <http://www.vinexpohongkong.com/en/>

Photos (2014) <http://www.usfoods-hongkong.net/res/mns/00434/Photos at Vinexpo 2014.pdf>

Date Aug 11-15, 2016

Name of Show **HKTDC Food Expo**
Description General food & beverage trade show, with last day open to the public
Website <http://www.hktdc.com/fair/hkfoodexpo-en/HKTDC-Food-Expo.html>
Photos (2015) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=115

Date **Aug 31-Sep 2, 2016**
Name of Show **Natural & Organics Products Asia**
Description Specialized trade show for natural and organic products
Website <http://www.naturalproducts.com.hk/beta/>
Photos (2015) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=117

Date **Sep 6-8, 2016**
Name of Show **Seafood Expo Asia**
Description Specialized trade show for fish and seafood products
Website <http://www.seafoodexpo.com/asia/en>
Photos (2015) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=119

Date **Sep 7-9, 2016**
Name of Show **Asia Fruit Logistica***
Description Specialized trade show for fruits and vegetables
Website <http://www.asiafruitlogistica.com/en/>
Photos (2015) http://www.usfoods-hongkong.net/photo_gallery_show.php?pgID=118
(* USDA-endorsed trade show, more information on USDA-endorsed trade shows can be found at:
<http://www.fas.usda.gov/topics/exporting/trade-shows>)

SECTION III. CONTACT AND FURTHER INFORMATION

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